



COUNTY OF LOS ANGELES
Public Health

JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

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April 23, 2012

TO: Each Supervisor

FROM:  Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE A
SOLE SOURCE AGREEMENT FUNDED BY THE CENTERS FOR DISEASE
CONTROL AND PREVENTION COMMUNITY TRANSFORMATION GRANT**

This is to notify you that I am exercising the delegated authority approved by your Board on October 18, 2011, to select providers, negotiate, and execute sole source agreements as needed to address the Centers for Disease Control and Prevention's (CDC) priorities and meet grant deliverables effective upon execution through September 29, 2012, with an option to extend thereafter for four additional one-year terms through September 29, 2016, contingent upon availability of funding, with annual contract maximum obligations not to exceed \$200,000 per agreement, 100 percent funded by the CDC's Community Transformation Grant (CTG), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will execute a sole source agreement with Ruder Finn, Inc, effective upon execution through September 29, 2012, with an option to extend thereafter for four additional one-year terms through September 29, 2016, in the total amount of \$1,000,000 (\$200,000 per term) subject to availability of funds. Ruder Finn, Inc. will provide media support and develop digital material and advocacy tools (e.g., "sendables", marketing messages, and other intervention materials) to assist the Department of Public Health (DPH) and community partners in creating awareness and education regarding sugar loaded beverages and comprehensive smoke-free outdoor areas and multi-unit housing.

The CDC CTG supports DPH's Choose Health LA project which builds upon the foundation and accomplishments of DPH's project Renew Environments for Nutrition, Exercise, and Wellness (RENEW) and Project Tobacco Reduction Using Effective Strategies and Teamwork (TRUST), funded through the American Recovery and Reinvestment Act (ARRA). Through the Choose Health LA project, DPH will continue programs and educational campaigns that address the following areas: tobacco-free living, active living and healthy eating, clinical and other preventive services, social and emotional wellness, and healthy and safe physical environments. Media plays an integral role in promoting these projects to provide awareness and education to the communities.

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DPH intends to conduct a solicitation for media services, which will take approximately one year to complete. In the interim, to ensure accomplishment of project goals and objectives and compliance with CDC requirements, DPH will contract with Ruder Finn, Inc., provider of media services for the RENEW and TRUST projects. Upon completion of the solicitation for media services, DPH will return to your Board to request authorization to exercise the contract's termination clause.

Pursuant to Board Policy 5.100 - Sole Source Contract of \$250,000 or greater, this notification is to inform your Board of DPH's intent. If no objection is received from your Board by May 7, 2012, DPH will proceed with this agreement.

County Counsel has reviewed and approved the agreement as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF: ev
#02195

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors